Opening Items:

1. Call to Order/Roll Call

2. Welcome – Chair Barbara Cohen

3. Approval of Meeting Minutes: January 7, 2019

4. A/R (Resort Tax)

Discussion Items:

5. First Quarter Results – Jacober Creative + Anything But Advertising

7. Glenn Douglas Winter Chamber Music Recap & Continuation in 2019 – Lindsay Fast, Tourism Director + Barbara Cohen, Tourist Board Chairwoman

8. New York Times Travel Show Recap – Lindsay Fast, Tourism Director

9. Bootcamp & Brews Recap - Lindsay Fast, Tourism Director

10. Uride Recap - Lindsay Fast, Tourism Director

11. Holiday Lights – Lindsay Fast, Tourism Director

12. Downtown Vision Advisory Committee Update – Lindsay Fast, Tourism Director

13. First Reading Code of Ethics Ordinance Enhancement and Amendment – Lindsay Fast, Tourism Director

14. Next Tourist Board Meeting: Monday, April 1, 2019 at 5:30pm

15. Public Comment – 3-minute time limit each, please

16. Adjournment

THIS MEETING IS OPEN TO THE PUBLIC. IN ACCORDANCE WITH THE AMERICANS WITH DISABILITIES ACT OF 1990, ALL PERSONS THAT ARE DISABLED; WHO NEED SPECIAL ACCOMMODATIONS TO PARTICIPATE IN THIS MEETING BECAUSE OF THAT DISABILITY SHOULD CONTACT THE OFFICE OF THE TOWN CLERK AT 305-861-4863 EXT. 226 NO LATER THAN FOUR DAYS PRIOR TO SUCH PROCEEDING.


TWO OR MORE MEMBERS OF TOWN COMMISSION OR OTHER TOWN BOARDS MAY ATTEND AND PARTICIPATE AT THIS MEETING.

THESE MEETINGS MAY BE CONDUCTED BY MEANS OF OR IN CONJUNCTION WITH COMMUNICATIONS MEDIA TECHNOLOGY, SPECIFICALLY, A TELEPHONE CONFERENCE CALL. THE LOCATION 9293 HARDING AVENUE, SURFSIDE, FL 33154, WHICH IS OPEN TO THE PUBLIC, SHALL SERVE AS AN ACCESS POINT FOR SUCH COMMUNICATION.
Town of Surfside

TOURIST BOARD MEETING
MINUTES

January 7, 2019 – 5:30 p.m.
Town Hall Commission Chambers –
9293 Harding Ave, 2nd Floor, Surfside, FL 33154

Opening Items:

1. Call to Order/Roll Call

The meeting was called to order by Chair Barbara Cohen at 5:30 p.m.

Present: Chair Barbara Cohen
Vice Chair Jeff Lehman
Board Member Jennifer Brilliant
Board Member MaryAnna Estomba

Absent: Board Member Bera Kalhan

Also present: Lindsay Fast, Tourism Director
Duncan Tavares, Assistant Town Manager
Haydee Sera, Town Attorney
Frank Trigueros, Marketing and Special Proj. Coordinator
Elora Riera, Deputy Town Clerk

2. Welcome – Chair Barbara Cohen

Chair Barbara Cohen welcomed everyone to the meeting.

3. Approval of Minutes: December 12, 2018

Board Member Estomba made a motion to approve the minutes as written. The motion was seconded by Board Member Brilliant and all voted in favor.

4. A/R (Resort Tax)

Tourism Director Fast provided the Board with the A/R resort tax spreadsheet, and she noted that the November accommodations receivables had not yet been received at the time of the report.

Discussion Items:

5. LGBTQ Tourism Forum Recap – Frank Trigueros, Marketing & Special Projects Coordinator

Frank Trigueros, Marketing & Special Projects Coordinator provided a presentation overview of the LGTBQ tourism forum and answered questions from the Board.
The Board requested to receive more information including costs.

6. Historian Report – Dr. Paul George
   Tourism Director Fast commented that Dr. George could not attend the meeting tonight. She provided the Board with a report from Dr. George and is working to incorporate into the website and Insider’s Guide. She said that his first tour is completely booked and the second tour is half booked. She is looking at the budget to see if a third tour will be possible since the first two events have been very popular.

7. Third Thursdays Event Plan – Creative State + AA Musicians
   Lindsay McAllister of Creative State and Alan Andai of AA Musicians provided a presentation of the Third Thursdays event plan and answered questions from the Board.

   Discussion ensued regarding what was learned from last year’s event and how those changes will be implemented this year.

8. Recommended Changes to the Sponsorship Application Form – Lindsay Fast, Tourism Director
   Tourism Director Fast provided a sponsorship application form to the Board for their review.

   Vice Chair Lehman was very pleased with the form.

9. Next Tourist Board Meeting: February 4, 2019 at 5:30pm
   Chair Barbara Cohen advised the Board that the next meeting is on February 4, 2019 at 5:30 p.m.

10. Public Comments
    There were no public comments.

11. Adjournment
    There being no further business to discuss, Vice Chair Lehman made a motion to adjourn the meeting. The motion was seconded by Board Member Brilliant and all voted in favor.

    The meeting adjourned at 6:06 p.m.

Respectfully submitted:

Accepted this _____ day of ______________________, 2019

____________________________________________________________________________________

____________________________________________________________________________________

Sandra Novoa, MMC
Town Clerk
<table>
<thead>
<tr>
<th></th>
<th>FY 2017-2018*</th>
<th>FY 2018-2019^</th>
<th>% change</th>
</tr>
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<tbody>
<tr>
<td>2% FOOD/BEVERAGE</td>
<td>$168,920</td>
<td>$339,152</td>
<td>50%</td>
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<tr>
<td>4% ROOM/BOARD TAX</td>
<td>$529,544</td>
<td>$995,771</td>
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<td>4% SHORT TERM RENTAL</td>
<td>$392</td>
<td>$7,629</td>
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<tr>
<td>TOTAL</td>
<td>$698,856</td>
<td>$1,342,552</td>
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*as of 2/26/2018   ^as of 3/04/2019

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<thead>
<tr>
<th></th>
<th>34% to Tourist Bureau</th>
<th>66% to Comm Center</th>
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<tr>
<td>Current Receivables</td>
<td>$456,468</td>
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<td>Budgeted Estimations</td>
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<td>% to budget</td>
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<tr>
<td>ITEM</td>
<td>MEETING</td>
<td>NOTES/OUTCOME</td>
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<tr>
<td>---------------------------------------------------</td>
<td>--------------------------</td>
<td>--------------------------------------------</td>
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<tr>
<td>Israel Innovation Expo Sponsorship</td>
<td>November 14, 2018 TB TB</td>
<td>Approved</td>
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<tr>
<td>LGBTQ Tourism Forum Recap</td>
<td>7-Jan-19</td>
<td>Board Requested more information and cost of GMCVB</td>
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<tr>
<td>Uride Trial</td>
<td>22-Oct</td>
<td>Report at end of trial period (January &amp; February)</td>
</tr>
<tr>
<td>DVAC Appointment Recommendations</td>
<td>12-Feb-19</td>
<td>Charter Resolution was approved by Town Commission 1/8</td>
</tr>
<tr>
<td>Code of Ethics Ordinance Enhancements and Amendment</td>
<td>12-Mar-19</td>
<td>Passed on first reading</td>
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<tr>
<td>Beach Nourishment Reserves Crisis Management</td>
<td>9-Apr-19</td>
<td>Upon approval of the Tourist Board at the 3/4 Meeting, Tourism Director will bring the topic to the Town Commission</td>
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<tr>
<td>Year in Review FY 2017/18</td>
<td>October 8, 2018 TB TB</td>
<td>NONE</td>
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<tr>
<td>VISIT FLORIDA Conference Recap presentation</td>
<td>October 8, 2018 TB TB</td>
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<td>Marketing Plan presentation</td>
<td>October 22 special TB TB</td>
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<td>SFCA Recap presentation</td>
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<td>Budget Tracker</td>
<td>November 14, 2018 TB TB</td>
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<tr>
<td>Adjusted Sponsorship form</td>
<td>January 07, 2019 TB TB</td>
<td>NONE</td>
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<tr>
<td>Hisotrian Report</td>
<td>January 07, 2019 TB TB</td>
<td>Review possibility of adding a 3rd Historical Tour</td>
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